



ENCYCLOPÆDIA BRITANNICA, INC.

To: See Attached Listing

From: Anne Long

Date: August 12, 1993

Subject: EB Online Meetings
Monday and Tuesday, August 16th & 17th

You are invited to attend the two-day meeting on developing an on-line product based on EB. A Schedule of Events and a 4 page Agenda are attached. Please note starting times for the first day's session.

Please call Neil Holman's secretary, Deanna Givens, on x7161 if you cannot attend. Also, please note that coffee and rolls in the morning and lunch will be provided.

You may not wish to attend all sessions on both days; feel free to attend only those that interest you or those to which you feel you have something to contribute.

BRITANNICA CENTRE

310 SOUTH MICHIGAN AVE CHICAGO, IL 60604

Invitee List

EB, Inc

Peter Norton

Publishing Group

Karen Barch

Joe Esposito

Deanna Givens (Recording)

Neil Holman

Lee Kantz

Anne Long

Bob McHenry

Liz O'Conner

Terry Passaro

Mel Stagner

Marketing Group

Phil Cox

Joe Elliott

Doug Paul

David Van Tosh

Robert Schmieder

Pat Wier

Merrian-Webster

Lisa Carlson

MIS

Steve Bosco

Larry Merrick

Vince Star

Advanced Technology Group

Rik Belew

Bob Clarke

Harold Kester

Consultant

Chris Cole

WAIS, Inc.

John Duhring

Bill Dunn

Brewster Kahle

EB ONLINE
AUGUST 16-17, 1993
SCHEDULE OF EVENTS: AGENDA SUMMARY
(*Please note times: sessions will begin promptly)

Monday, August 16: Overview of Market and Product Definition

8:31 A.M.	(A)	Introductions/Opening Remarks	(Holman,Esposito)
8:57 A.M.	(B)	Description of Perceived Markets: Review of Data and Assumptions Discussion and Consensus	(Paul,Elliott)
9:44 A.M.		Break (10)	
9:54 A.M.	(C)	Defining the Product/Platforms: Discussion and Consensus	(Holman,et al)
12:04 P.M.		Lunch (brought in) Demos	
1:59 P.M.	(D)	What is EB Online? Product Identity and Uniqueness Discussion and Consensus	(Holman,et al)
2:59 P.M.		Break	
3:24 P.M.	(E)	Further Implications for Sales and Marketing based on Product Definition and Identity Discussion and Consensus	(Paul, Elliott)
4:59 P.M.		Adjourn	

Tuesday, August 17: Technical Issues, Specifications, & Scheduling

9:00 A.M.	(F)	Introductory Comments: Update on Ongoing Developments for Other Products & Processes	(Barch)
9:15 A.M.	(G)	Preparing the Database: Addressing issues peculiar to a database designed for print products	(Holman,Stagner,MIS)
10:30 A.M.		Break	
11:00 A.M.	(H)	Interface & Retrieval Options: Design, Development, & Timing	(Holman,Kester)
12:00 Noon		Lunch (brought in)	
1:30 P.M.	(I)	Access & Delivery: Methods, Limits, Controls	(Holman,Kester)
2:30 P.M.		Break	
3:00 P.M.	(J)	Editorial Issues: Updates, User Feedback, Database Integrity, Quality Assurance	(Holman,Barch,McHenry)
4:00 P.M.	(K)	Conclusions, Schedules, Assignments	
5:00 P.M.		Adjourn	

EB ONLINE MEETING
AUGUST 16-17, 1993
Detailed Agenda

MONDAY, AUGUST 16: Market Overview & Product Definition

A. Introductions/Opening Remarks: Meeting Goals & Format

B. Description of Perceived Markets and Their Needs

1. University students/faculty

- a. Access via Internet
- b. Access via campus network
- c. Access via LANs, CD-ROMs

2. Public Libraries: as above, with emphasis on LANs & CD-ROMs

3. Other: Community colleges, ElHi, special libraries

4. Competition: Grolier vs. multimedia product

Issues: Who will use product? How will it be used & for what purposes? What are pricing models? (Population; transaction; simultaneous users; subscription); user expectations/perceptions

Conclusions/Consensus

C. Defining the Product and its Platforms

1. Text Issues

- a. Diacritics
- b. Special characters (math notation, music notation, foreign characters, etc.)
- c. Expanded database

2. Graphics Issues

- a. "Referenced" art and tables ("fig.2")
- b. Other tables; in-line art
- c. Non-referenced art
(line art; maps; photos)

3. Updating

- a. Schedule (frequency)
- b. Delivery methods
- c. Pricing models

Monday (cont'd)

4. Platform Support: First version(s)? Later?

5. Product Target Dates

- a. First version
- b. Staging of next versions

Issues: What is minimum first version product? What are priorities for next versions?

Conclusions/Consensus

D. What is EB Online? Product Identity and Uniqueness

1. Interface

- a. Unique EB Look?
- b. Similarity to other products?
(GUI; familiar commands; use of mouse, etc.)

2. Retrieval Mechanisms

- a. Natural language
- b. Boolean, or similar structured searching
- c. Topical searching (Propaedia, Thesaurus)
- d. Links to outside databases (card catalogs)

3. Graphics

- a. Importance to product identity
- b. Priorities

4. Operating Efficiencies

- a. Retrieval time for text, graphics
- b. Printing time (text, graphics)
- c. "Busy" messages? Background multi-tasking?

5. Product Name

Issues: Is the "look" of online product, as well as its performance, an important aspect of what EB is in this new environment?

Conclusions/Consensus

E. Further Implications for Sales & Marketing

1. Market Definitions: Further Issues

- a. What impact does Product Definition have on Market (minimum user hardware configuration)
- b. Product positioning

2. Target Date for Marketing Plan

Monday (concl'd)

3. Further research/data collection (target dates)
 - a. Beta Sites; advisory council
 - b. Additional interviews/other market segments
 - c. Use of new data by marketing/product development
4. Compatability with related service providers (CARL, NOTIS, etc.)
5. Sales Tools
 - a. Demos (Online; offline; samples)
 - b. Other?
 - c. Target dates
6. Technical support (Sales & Installation)

Conclusions

TUESDAY, AUGUST 17: Technical Specifications and Scheduling

F. Introductory Comments: Update on Other Developments

G. Converting the Database

1. Text Issues: Data format (markup, hooks, tags; parsing; indexing, etc.);
2. Non-standard text: special characters (math, music, languages, other specialist); tables set as art files; character identification; font development, etc.
3. Graphics (plain and fancy)
"In-line" art; line art (drawings); maps; photos; text blocks with screen tints
 - a. Adobe/Acrobat capabilities/opportunities: page-based format changing? integration? advantages/disadvantages
 - b. Image scanning: Who will handle? formats vs. platforms? Resolution? Compression? Source Materials? Art creation vs. cleanup? Naming conventions?
 - c. Editorial Review and prioritization
 - d. Reproduction rights issues

Action Plans>

Tuesday (cont'd)

H. Interface and Retrieval Options

1. User Interface

- a. Design (retrieval; display of titles, sections; display of data (text & graphics))
- b. Platform specific?
- c. Implementation & Testing

2. Search & Retrieval

- a. What can commercial WAIS do now?
- b. Timetable for improved WAIS
- c. Q&A? Technical, Editorial
- d. User feedback: dial-in access?
- e. Hooks to other databases

Action Plans>

I. Access & Delivery: Methods, Limits, Controls

1. Internet congestion/response time: is this an issue?
2. Internet server considerations: location; maintenance; security; access; costs
3. Technical implications of delivery to campus networks (WANS); control & security; physical delivery and technical support; updates
4. Limits to access: practical limits; cost implications; realistic number of simultaneous users with present technology? Access by customers of subscribing institutions?
5. LAN and CD-ROM server model: parallel development issues; timetables
6. User research: how is this collected? What data is useful? (see J.4. below)
7. Downloading of font/character set, graphics viewer
8. Minimum configuration: hardware, baud rate, etc.
9. Printing: text, graphics. Limits? Pricing changes?

Conclusions/Actions Plans>

Tuesday (concl'd)

J. Editorial Issues

1. Updates: frequency; integration with print DB
2. Review of graphics, tables for inclusion & prioritization
3. Editorial supervision and control
 - a. When and how is data approved for "publication"?
 - b. Q&A: Can links be checked? Changed?
Systems & Procedures
4. Editorial review of user feedback: who will analyze data?
Who will respond to users as needed?

Action Plans>

K. Conclusions, Schedules, Assignments

Adjourn